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# Social Media and Professionalism Through Technology

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# Professionalism Through Technology

The ABC's of presenting yourself positively in a technologically-driven world.  
Make sure you are *in the know*, so you can teach your students.

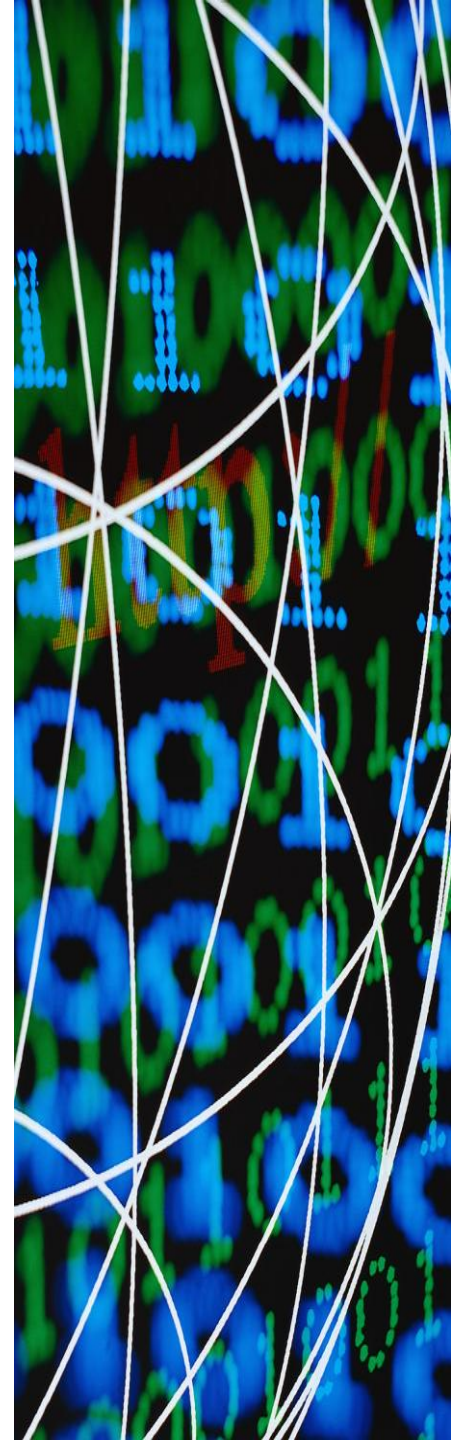


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# The Digital Age

Things we do using technology:

- Buy movie tickets
- Reconnect with lost friends
- Check game scores
- Read the news
- Buy something... anything
- Get a date



# Social Media

## Your Online Reputation and Using Social Media as an Educational Tool



Blackboard

# It's Your E-image..Keep It Clean

- Google yourself every now and then to see what comes up.

This is what the “outside” world sees and reads about you.

[www.google.com](http://www.google.com)

- <http://www.ratemyprofessors.com/SelectTeacher.jsp?sid=2416>





# Presenting Yourself Online

- Learn how to utilize the privacy settings on each social media site you have posted your profile.
  - <http://facebook.com/help.php?page=419>
  - Remember you can pick and choose who sees your more “friend-related” information and pictures.
- Potential employers, college admission’s counselors, teachers and professors can view your profiles.
  - Keep your profiles free of profanity.
  - **Rule of thumb:** Never put anything out there (online) that you wouldn’t want your **Employer, Student, or Child** to see or read! Once it is out there ... it is out there!
- [www.reputationdefenders.com](http://www.reputationdefenders.com)

# Should you jump on the Social Media Bandwagon?



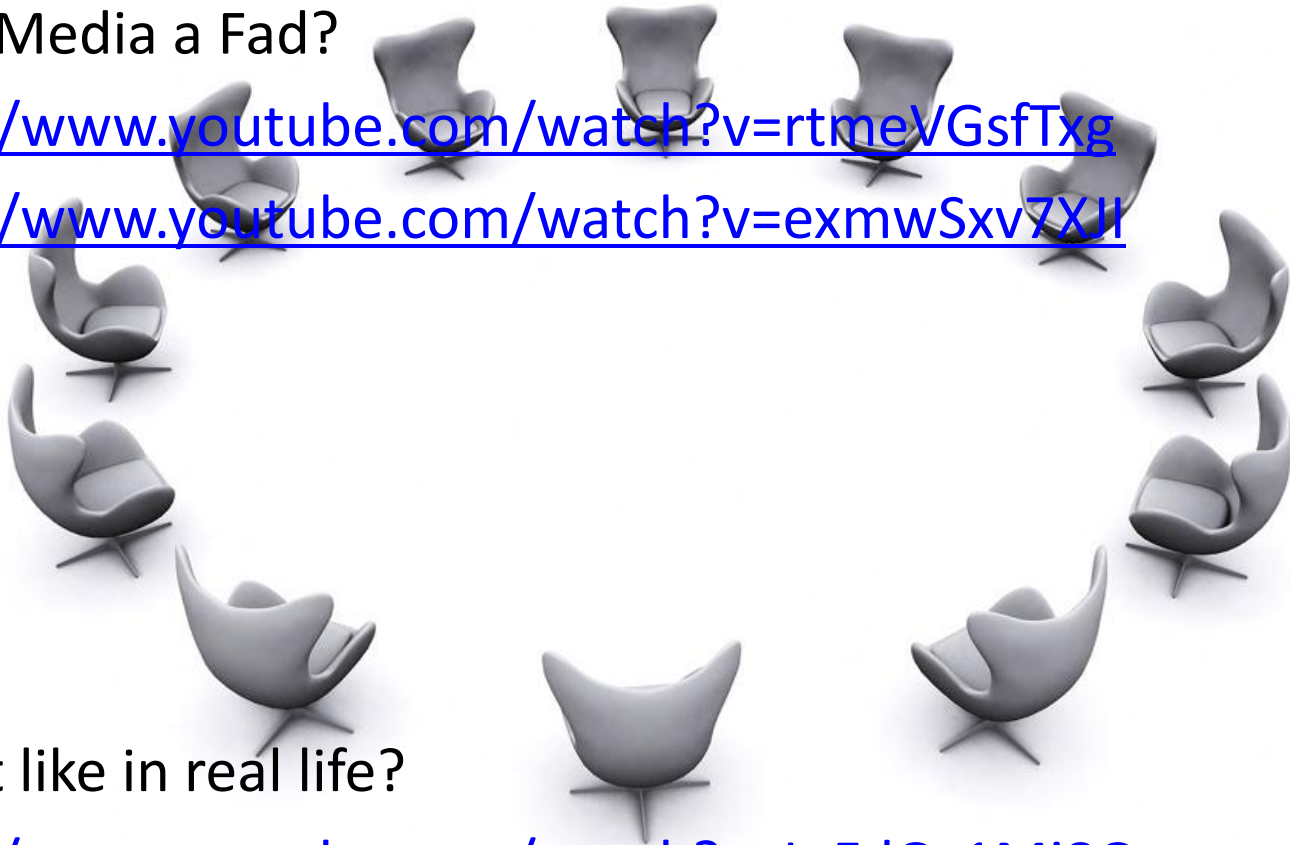
# Social Media

Is Social Media a Fad?

- <http://www.youtube.com/watch?v=rtmeVGsfTxg>
- <http://www.youtube.com/watch?v=exmwSxv7XJI>

What's it like in real life?

- <http://www.youtube.com/watch?v=LrFdOz1Mj8Q>





# Social Media Tips from Amber Mac

[www.ambermac.com](http://www.ambermac.com)

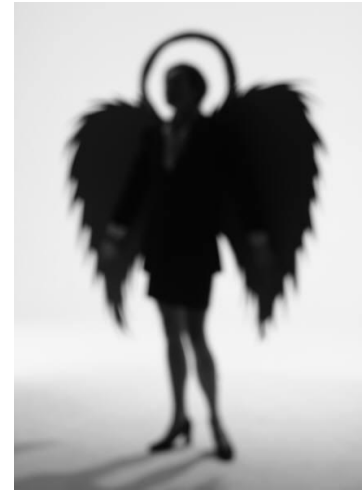
- Social media needs to enhance & support education. Don't fight it. It's the way to make impact
- The ABCs of social media – **A**uthenticity, **B**ravery & **C**onsistency
- To get noticed you need to do something different  
Keep it fresh. Use multimedia.
- Social media tips: grow from inside out, seed the community and post to multiple sites at same time
- Crowd –sourcing (the act of outsourcing tasks, traditionally performed by an employee or [contractor](#), to a large group of people or community (a [crowd](#)), through an open call.): getting user input on a subject in real time. (ex; threadless.com)



# Social Media

## The Good

- Communicate
- Match a face to a name
- Discussion boards
- Share news
- Network with other educators and community members
- Promote events
- Create an online identity
- Humanize yourself in front of students
- Keep your profile as you would your office





# Using Skype in the Classroom

Skype is a free application that allows you to call people from all over the world using the internet. When you call another user that has Skype you talk or chat for free

- Interview people from around the world. <http://skypeanauthor.wetpaint.com/>
- Collaborate with classrooms, businesses and more in multi-disciplinary projects. <http://education.skype.com/projects>
- Practice conversational foreign languages with native speakers.
- Invite a guest lecturer from leading educators and experts from anywhere in the world.
- Explore foreign cultures first hand with classroom to classroom video conferencing. <http://www.globalschoolnet.org/>
- Broadcast a performance or project to parents and families unable to make it to school.
- Access and share professional development opportunities with educators on the go.
- Collaborate with innovative educators to plan units, lessons, and more.

# Skype Resources

## Language Exchange-

<http://www.language-exchanges.org/content/mixxer-free-educational-website-language-exchanges-skype>

- Create a group for your class. Students write group posts for you to review and comment.
- Invite native speakers to join your group and create a community of language learners.
- Students can communicate with native speakers via written group posts or Skype.

## Bringing the World into the Classroom, American Council on Education

- <http://www.acenet.edu/Content/NavigationMenu/ProgramsServices/cii/BringTheWorldFinal.pdf>

# The Ugly



## The Don'ts of Using Social Media:

### Don't

- Humanize yourself too much
- Post incriminating photos
- Vent about work, especially students
  - “Does anyone know where to find a very discreet hitman? Yes, it’s been that kind of day...” while the other read “had a good day today, DIDN’T want to kill even one student . Now Friday was a different story.” Gloria Gadsen, Professor at East Stroudsburg University
- Forget to proofread



# Closed or Open ?

- What is a Closed Social Media Site?
- What makes it Closed?
  - Blackboard (multi-level and modal)
- What is an Open Social Media Site?
- What makes it Open?
  - LinkedIn
  - Twitter





## Benefits for using LinkedIn

- Networking
  - Connect
  - Collaborate
  
- Find a Job
- Get professional references (promote yourself)
- Participate in an online professional group to share and gain expert advice.
  - [http://www.youtube.com/watch?v=F5CF1FEm\\_oA&feature=player\\_embedded#!](http://www.youtube.com/watch?v=F5CF1FEm_oA&feature=player_embedded#!)

# How can teachers use LinkedIn?

- Find ideas for instruction.
- Find guest speakers to come into class.
- Share best practices.
- Get expert advice from a renowned source.
- Collaborate with other professionals.







# Blogging

- **What is a WebLog (BLOG)**

An online diary.

- **Why Blog?**

To discuss ideas and thoughts; to document research; to make new contacts; to interact with people who have the same interests; to share thoughts, photos and videos

- **How you can get started:**

Go to a free blogging site. ( [www.blogger.com](http://www.blogger.com) and [www.wordpress.com](http://www.wordpress.com) are two such sites); create your blog; decide what to write about; and start writing (posting content).

- **Safety and Security Considerations**

Consider your privacy and security as your publish your content



# Teachertube

- Upload, tag, and share videos worldwide.
- Upload support files to attach educational activities, assessments, lesson plans, notes, and other file formats to your video.
- Browse hundreds of videos uploaded by community members.
- Find, join, and create video groups to connect with people who have similar interests.
- Customize the experience by subscribing to member videos, saving favorites, and creating playlists.
- Integrate TeacherTube videos on Web sites using video embeds or application programming interfaces.
- Make videos public or private; users can elect to broadcast their videos publicly or share them privately with those they invite



# What is Twitter all about? For the Professional...



## **Quick networking:**

- Your one question may draw responses from a host of people quickly. If you have a relatively good number of fellow educators in your contact base, some of them are bound to be checking their twitterfeed when you pose your query.

## **Knowledge sharing:**

- People are eager to answer questions because they can also learn from the shared experience. It's a quick way to find a URL to a classroom activity or information about an educational event, for example.

## **Track conferences:**

- Twitter can help you stay on top of what's going on at conferences. If you can't attend one, someone may be tweeting about a session. Or, as often happens, you are at a conference but several great sessions are happening concurrently. A tweeter buddy can fill you in. To avoid multitasking during an important presentation, you can check the conference tweeterfeeds later. ([teachissuesblogspot.com](http://teachissuesblogspot.com))



# Twitter for College Students

<http://www.collegedegrees.com/blog/2008/06/04/25-twitter-tips-for-college-students>

Twitter is generally considered a social media network, but it provides several [academic advantages](#) as well.

- **[Chat with professors and students whenever, wherever](#)**: If your professor has Twitter, you can send him or her questions whenever you want, even if office hours aren't in session. You can also participate in a conversation with your [classmates](#) so everyone is involved and constantly contributing to a class discussion, outside of class.
- **[RetweetMe](#)**: Set up alerts and reminders so that you don't forget to study, attend class, or take a final.
- **[Track a professional](#)**: If you're interested in pursuing a particular career and want to learn more about a certain leader in that field, you can "follow" a professional's tweets.
- **[Collaborate on a project](#)**: Whether it's a formal collaboration or you just want some extra feedback on a project, get your [classmates](#) and friends involved to help you out and start a shared conversation on Twitter.



# Twitter in Academia



<http://academhack.outsidethetext.com/home/2008/twitter-for-academia/>

## **Class Chatter:**

Students can share their classroom experience when something comes up outside of class that reminded them of material from class time it often got twittered. This served as a reinforcement/connection between the material and the “real world.”

## **Classroom Community:**

- Once students started twittering they can develop a sense of each other as people beyond the classroom space,
- People may be more willing to talk, and more respectful of others



# Other Cool Sites to Check Out

- <http://www.kickstarter.com/>
- <http://www.care2.com/>
- <Http://www.stumbleupon.com/>
- <http://www.metacafe.com/>
- <http://www.centre.edu/socialmedia.pdf>

# We all want this for our students

